FAX

R.J. Reynolds Tobacco Co.
400 Raritan Center Parkway Suite D
Edison, NJ 08837

Date: 09/29/97

Number of pages including cover sheet:

To:	Middlesex Tobacco
Phone	908-422-2230
Fax Phone	**908-442-6219**
CC	Greg Teeter Dan Chomko David Cusick

From:	Lanny Wolfe
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Fax Phone	732-417-9076
Voice Mail	**1-800-757-8255** **Ext. 48795**

REMARKS:

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Attached is the information you will need to work the November Winston Filter Box/ Winston Lights Box .30 off per pack DPC promotion.

- Please black line and sticker all product .30 off per pack.
- Pack each display with 2 cartons of Winston Filter Box and 2 cartons of Winston Light Box .30 off stickered product.
- Add to normal order for each account on the attached list beginning October 27th.
- **Disc Reporting: Please be sure you report 2 discounted cartons of Winston Filter Box and two discounted cartons of Winston Lights Box for each display.**

If you have any questions please let me know.
Thanks,

Lanny

⇒ **Please note the new Disc Reporting Instructions on the attached sheet.**

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Source: https://www.industrydocuments.ucsf.edu/docs/prfy0000

R. J. Reynolds Tobacco Company Presents

November '97 *Winston* DPC PROMOTION

Account: **Middlesex Tobacco #423360**

Brand Promotion	*Winston* .30 off per pack 4 carton display #701088

Display Packing

- 2 ctns Winston Filter Box
- 2 ctns Winston Lights Box

Disc Reporting

⇒ **Following are standard RJR Promotion Descriptions. All promotions must be reported correctly to be paid.**

* NOTE: 'Reported Correctly' means that on the UIR (Unique Identifier Record) of the data file:

1) **Brand Descriptions** must be complete.
2) **Promotion Indicator** Must be 'Y' for all promotions.
3) **Promotion Descriptions** must be provided in the Promotion Description field (not the Brand Description field).

Brand Description	*Indicator*	*Promotion Description*
WINSTON KS BX	Y	WIN DPC VPR 4Q
WINSTON 85 BX LT	Y	WIN DPC VPR 4Q

- **Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disk submissions, please contact the partners Help Desk at (800) 230-9372.**

Allocation (cs)

- 4 Winston Filter Box(12M)
- 8 Winston Lights Box(6M)

Delivery Date **10/27/97** Cancelled - NEED TO RECORD

EFT $ Amount **6,036.45**

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Source: https://www.industrydocuments.ucsf.edu/docs/prfy0000

R. J. Reynolds Tobacco Company Presents

November '97 *Winston* DPC PROMOTION

Account: **Middlesex Tobacco #423360**

Brand Promotion	*Winston* .30 off per pack **4 carton display #701088**

Displays 126 ~~127~~ 128

Display Assembly
- **Black line** and sticker **256** cartons of Winston Filter Box @.30 off per pack
- **Black line** and sticker **256** cartons of Winston Lights Box @.30 off per pack
- Place 40 stickered packs in each Winston display (previously shipped to you)

Billing
2 Winston Filter Box @$3.00 per carton off invoice
2 Winston Lights Box @$3.00 per carton off invoice

Displays shipped to retail- procedures required to receive .10 per ctn Plan G Category II payment:
- Send a display and letter automatically to each account on attached list beginning **10/27/97**

Please cross out any account that refuses promotion and **sign, date, and <u>return list to RJR for payment when all displays have been sent.</u>**

You will be credited with the following estimated November monthly Category II payment if all displays are sent to accounts on attached list by November 17th:

*$4,100.00**

Packing and shipping payment
- 28.00 per 12M case of Live product

*Must make Savings share of category goal (no more than 2% below base) to collect this $

Note:
Voice mail 800-757-8255 mail box **#48795** if you have any questions

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Source: https://www.industrydocuments.ucsf.edu/docs/prfy0000

ACCT	FULL NAME	ADDR1	CITY	ST	ZIP	PHONE NO
721895	19 PETROLEUM	1949 ROUTE 35 S	SAYREVILLE	NJ	8871	908 316 0267
751399	6 11 FOOD STORE	177 PORT READING AVE	PORT READING	NJ	7064	908 634 9138
657665	ABERDEEN NEWS	825 S CONCOURSE	KEYPORT	NJ	7735	908 566 6906
591123	ALBINI PHARMACY	401 ADAMS ST	HOBOKEN	NJ	7030	201 798 5245
453843	ALINA DRUG STORE	962 SHERMAN AVE	ELIZABETH	NJ	7208	908 289 0443
346853	AMOCO	1890 US HIGHWAY 1	NORTH BRUNSWIC	NJ	8902	908 297 3113
477419	AMOCO STATION	911 MAIN ST	BOONTON	NJ	7005	201 263 8320
604296	ANDY TWIN BORO LIQUO	596 CHESTNUT ST	ROSELLE PARK	NJ	7204	908 245 0240
684416	ANNIE'S SWEET SHOP	616 NEWARK POMPTON TPKE	POMPTON PLAINS	NJ	7444	201 835 9613
794785	ANTHONY'S LUNCH	330 MONROE AVE	KENILWORTH	NJ	7033	201 276 9002
458678	AVON MINI MARKET	816 E SAINT GEORGES	LINDEN	NJ	7036	908 486 3447
592532	B & B GROCERIES	290 RT 18 N	EAST BRUNSWICK	NJ	8816	908 238 7779
512399	B & E DELI	1023 CHESTNUT ST	ROSELLE	NJ	7203	201 241 2522
577134	BEIRA ALTA	263 2ND ST	ELIZABETH	NJ	7206	908 351 5566
402052	BELL PHARMACY	1907 RT. 27	EDISON	NJ	8817	908 985 1211
238614	BENOS LIQUOR, INC.	102 N. WOOD AVENUE	LINDEN	NJ	7036	201 486 3261
275874	BEVERLY SWEET SHOP	1413 MAIN ST	RAHWAY	NJ	7065	908 499 0948
772727	BILOW LIQUORS	708 STATE ROUTE 18	EAST BRUNSWICK	NJ	8816	908 257 2112
423780	BORGHI LIQUORS/DELI	206 HACKENSACK ST	WOOD RIDGE	NJ	7075	201 939 6660
401552	BORO DRUG	490 BOULEVARD	KENILWORTH	NJ	7033	908 276 6770
578341	BOTTLE SHOP	306 NORTH AVE	GARWOOD	NJ	7027	908 233 8367
400958	BRIAN ELLIOTS DELI	419 BLOOMFIELD AVE	BLOOMFIELD	NJ	7003	201 429 1831
401529	BUTCHER BLOCK	209 CENTENNIAL AVE	CRANFORD	NJ	7016	201 276 0587
591007	BUY RITE LIQUORS	577 FAYETTE ST	PERTH AMBOY	NJ	8861	908 442 0990
275857	C & B LIQUOR	221 SHERIDANAVE	ROSELLE	NJ	7203	908 245 3900
430096	CEDAR LANE LIQUORS	527 CEDAR LN	TEANECK	NJ	7666	201 836 7003
757294	CENTRAL LIQUORS	285 CENTRAL AVE	METUCHEN	NJ	8840	908 548 3260
736491	CHO & ASSOC. INC.	54 E SAINT GEORGES AVE	LINDEN	NJ	7036	908 925 2337
275064	COALTON PHARMACY	851 ELIZABETH AVE	ELIZABETH	NJ	7201	908 353 6653

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752310	COASTAL MART GAS	753 PORT READING AVE	PORT READING	NJ	7064	908 541 1128
400679	COHENS STATIONERY	675 BLOOMFIELD AVE	WEST CALDWELL	NJ	7006	201 228 1226
275950	COLONIAL DELI	2397 SAINT GEORGES A	RAHWAY	NJ	7065	908 381 2802
536844	COS C CORNER	701 E ELIZABETH AVE	LINDEN	NJ	7036	908 925 9767
770515	DADDY BOY DELI	51 BLOOMFIELD AVE	CALDWELL	NJ	7006	201 228 5910
706410	DELI LICIOUS	739 SAINT GEORGE AVE	WOODBRIDGE	NJ	7095	908 602 9595
639644	DIAZ GROCERY	40 5TH STREET	ELIZABETH	NJ	7206	201 289 6570
810112	DISCOUNT FOOD MARKET	188 BUCKELEW AVE	JAMESBURG	NJ	8831	908 521 3777
425798	ELIE'S DELI	104 MANALAPAN RD	SPOTSWOOD	NJ	8884	908 723 0013
642757	ETHICAL DRUGS INC	528 CENTRAL AVE	EAST ORANGE	NJ	7018	201 676 0880
653023	EXPRESS FOOD	37 CARTERET ST	BLOOMFIELD	NJ	7003	973 743 5166
538828	EXXON AVENEL	870 ROUTE 1 NORTH	AVENEL	NJ	7001	908 634 0808
727351	FREEWAY LIQUORS	522 CENTRAL AVENUE	EAST ORANGE	NJ	7018	201 674 2803
273986	G J SCHOOL HOUSE	551 WARWICK TPKE	HEWITT	NJ	7421	201 853 7474
688995	GAILS WINE & LIQUORS	9B W GRAND ST	ELIZABETH	NJ	7201	908 351 2902
766193	GARDEN DELI	37 GILL LN	ISELIN	NJ	8830	732 283 3939
401964	GEORGES LUNCH	STATE ST	PERTH AMBOY	NJ	8861	201 826 8940
560879	GETTY GAS	2 N. ST. GEORGES AVE	LINDEN	NJ	7036	908 486 0460
400708	GRAND VARIETY	371 BLOOMFIELD AVE	CALDWELL	NJ	7006	201 228 0332
717069	GREENFIELDS	24 MAIN ST	SOUTH RIVER	NJ	8882	908 254 0336
604244	GRIER SUPERMARKET	2117 GRIER AVE	LINDEN	NJ	7036	908 925 9422
457162	HARRY'S PLACE	1044 SALEM RD	UNION	NJ	7083	908 688 9019
402094	HARVEST LIQUORS	2370 WOODBRIDGE AVE	EDISON	NJ	8817	908 985 2252
401749	HERB'S LIQUOR	194 SOMERSET ST	NORTH PLAINFIEL	NJ	7060	908 756 0679
570151	HIDDEN LAKE MINI MT	410 TOWNE CENTRE DR	NORTH BRUNSWIC	NJ	8902	908 940 8825
521448	HOPELAWN DISCOUNT L	BRADLEE SHPG.CENTER Rt 9 &440	WOODBRIDGE	NJ	7095	908 826 8874
404284	INTERNATIONAL TOB	1181 ELIZABETH AVE	ELIZABETH	NJ	7201	908 558 7303
976960	IORIO DELI	301 W CLAY AVE	ROSELLE PARK	NJ	7204	908 245 5897
506428	JELLING OF ROSELAND	4 BECKER FARM RD	ROSELAND	NJ	7068	201 740 9092
968569	JERRY'S LUNCH	603 SOUTH AVE	GARWOOD	NJ	7027	908 789 9879

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744924	JOHNNY'S CRN SWEET S	82 MAIN ST	BLOOMINGDALE	NJ	7403	201 838 5586
305043	K&R DELI	425 S WOOD AVE	LINDEN	NJ	7036	908 862 1954
402065	KALS	2045 WOODBRIDGE AVE	EDISON	NJ	8817	908 985 9656
765832	KEVINS KORNER	561 3RD AVE	ELIZABETH	NJ	7202	718 353 6634
726989	KIRK'S LIQUOR	426 JACKSON AVENUE	ELIZABETH	NJ	7201	908 355 2035
637019	KNT FOOD STORE	24 W HUDSON AVE	ENGLEWOOD	NJ	7631	201 871 2442
275852	KSON INC	524 E 2ND AVENUE	ROSELLE	NJ	7203	908 245 9381
275822	LARRYS CONFECTIONER	300 LOCUST AVE	ROSELLE PARK	NJ	7204	908 245 9795
772519	LIBERTY FOOD MARKET	701 GRIER AVE	ELIZABETH	NJ	7202	908 351 4252
276037	LUSO LIQUOR STORE	1039 ELIZABETH AVE	ELIZABETH	NJ	7201	908 353 8169
401284	M&M LIQUOR	20 SOUTH ST	NEW PROVIDENCE	NJ	7974	908 464 7474
507313	MAGAZINES PLUS	45 SOUTH ST	MORRISTOWN	NJ	7960	973 984 8454
275371	MAPLE LIQUORS	876 SPRINGFIELD AVE	IRVINGTON	NJ	7111	201 375 1000
772713	MARY'S DELI	1033 N BROAD ST	ELIZABETH	NJ	7208	908 352 0726
691492	MATAJI CORP.	RT 36 AIRPORT PLAZA	HAZLET	NJ	7730	908 264 9111
724372	MG NEWS+FOOD INC.	513 E JERSEY ST	ELIZABETH	NJ	7206	908 354 7874
273938	MIDVALE SWEET SHOP	548 RINGWOOD AVE	WANAQUE	NJ	7465	201 835 1575
545750	MING'S LUNCHEONETTE	434 W. GRAND	RAHWAY	NJ	7065	908 574 8410
390445	MINIT MART	1392 SAINT GEORGES AVE	AVENEL	NJ	7001	908 388 6339
286235	MORGAN BRIDGE DELI	1780 STATE ROUTE 35	MORGAN	NJ	8879	908 721 2606
657474	NEW BRUNSWICK DELI	226 FRENCH ST	NEW BRUNSWICK	NJ	8901	908 249 1093
683685	NOT TEE CORNER DELI	731 DELAFIELD AVE	STATEN ISLAND	NY	10310	718 815 3351
654463	OAK TREE SERVICE	1611 OAK TREE RD	ISELIN	NJ	8830	908 494 7780
587723	OCTOBER SPIRITS	431 N WOOD AVE	LINDEN	NJ	7036	000 000 0000
876743	PARK WINE AND LQ	412 PARK AVENUE	EAST ORANGE	NJ	7017	201 675 2470
632938	PAYLESS MKT	1031 S ORANGE AVE	NEWARK	NJ	7106	201 375 4499
573594	PIT STOP/HOME FOOD	47 PARK AVE	EAST ORANGE	NJ	7017	201 675 3235
693151	PORT READING TEXACO	915 PORT READING AVE	PORT READING	NJ	7064	908 969 9804
682087	POST MART	562 OLD POST RD	EDISON	NJ	8817	908 287 8078
472548	PRO BEAUTY SUPPLY	829 HAMILTON ST	SOMERSET	NJ	8873	908 247 2264

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706413	QUICK IN FOOD STORE	396 MAIN ST	METUCHEN	NJ	8840	908 549 5255
703677	RAGHUVIR CORP.	322 HIGHWAY 34 SOUTH	ABERDEEN	MD	21001	908 566 5512
709445	RAILROAD CAFE	151 ALBANY ST	NEW BRUNSWICK	NJ	8901	908 247 2047
401877	RARITAN DELI	510 RARITAN ST	SAYREVILLE	NJ	8872	908 727 3036
590658	RARITAN LIQUORS	79 MORRISTOWN RD	BERNARDSVILLE	NJ	7924	908 766 0138
604299	RENE'S PLACE	226 WOOD AVENUE	LINDEN	NJ	7036	908 862 3001
558874	RUPA FOOD MARKET	1323 ALINA STREET	ELIZABETH	NJ	7208	908 354 0120
341969	RUSSO'S DELI	320 S 5TH ST	ELIZABETH	NJ	7206	908 353 2080
402294	SCARLET KNIGHT LIQ	HAMILTON AVENUE	SOMERSET	NJ	8873	908 545 7100
397903	SCOTCH PLAINS EXXON	1800 RT. 22 EAST	SCOTCH PLAINS	NJ	7076	908 322 6446
478438	SHELL	780 STELTON RD	PISCATAWAY	NJ	8854	908 968 5880
582962	SHREEJI FOOD MARKET	100 W 15TH ST	LINDEN	NJ	7036	908 862 6245
460536	SINGH'S MOBIL	344 ROUTE 18	EAST BRUNSWICK	NJ	8816	908 254 6530
280139	SMITH LIQUORS	225 W FRONT ST	KEYPORT	NJ	7735	908 264 4470
276003	SOUTH WOOD LIQUOR	939 S WOOD AVE	LINDEN	NJ	7036	908 862 3225
639659	SPRING BUY RITE	RT 22 ECHO PL	SPRINGFIELD	NJ	7081	201 379 4992
227459	STAR'S LIQUOR	1297 ROOSEVELT AVE	CARTERET	NJ	7008	908 541 1780
697872	STOP BUY FOOD STORE	613 RIDGE RD	MONMOUTH JCT	NJ	8852	908 329 1111
421963	SUNNY SIDE UP	223 SAINT GEORGE AVE	ROSELLE	NJ	7203	908 298 1944
410364	T&G GROCERY	900 W SAINT GEORGES	LINDEN	NJ	7036	908 486 4044
666329	T&J LIQUOR STORE	1143 SAINT GEORGE AVE	ROSELLE	NJ	7203	908 241 6991
296300	T.R. BAGEL	1 PENN PLAZA	NEW BRUNSWICK	NJ	8901	908 828 3545
342241	THE CARD BOARD	128 ELMORA AVE	ELIZABETH	NJ	7202	908 289 5339
288106	TOM'S DELI	228 W SCOTT AVE	RAHWAY	NJ	7065	908 381 4477
276066	TONYS MKT	1020 NORTH AVE	ELIZABETH	NJ	7201	201 354 2980
400765	TOWN LIQUOR	674 POMPTON AVE	CEDAR GROVE	NJ	7009	201 239 1014
401614	TOWNE DELICATESSEN	1120 SOUTH AVE W	WESTFIELD	NJ	7090	908 232 5342
599280	TWIN ELMS DELI	1075 BLACK OAK RIDGE	WAYNE	NJ	7470	201 835 1584
401652	UNION AVE PHARMACY	433 W UNION AVE	BOUND BROOK	NJ	8805	908 356 3113
356116	VARIETY SHELF	178 EAGLE ROCK AVE	ROSELAND	NJ	7068	201 226 0629

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604284	VASU LIQUORS	613 SAINT GEORGE AVE	ROSELLE	NJ	7203	908 245 2220
771601	WARREN COUNTY PHARM	13 E WASHINGTON AVE	WASHINGTON	NJ	7882	908 689 0036
697649	WASHINGTON DELI II	368 SOMERSET ST	N PLAINFIELD	NJ	7060	908 756 2965
402229	WINDSOR PHARMACY	722 STATE ROUTE 18	EAST BRUNSWICK	NJ	8816	908 257 3784
401851	WOODLANE PHARMACY	18 THROCKMORTON	OLD BRIDGE	NJ	8857	908 679 6000
402266	ZAJACKS PHARMACY	223 GEORGE ST	NEW BRUNSWICK	NJ	8901	908 545 0582
726450	ZURA CORP SINGIN OIL	149 LOWER MAIN ST	ABERDEEN	NJ	7747	908 441 0020

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